

ORDER



Orders
Order / Rev: 724230
Alt Order #: 06390775
Product Desc: OBAMA SCHED A
Estimate: 2175
Flight Dates: 10/25/12 - 10/29/12
Original Date / Rev: 10/23/12 / 10/23/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential, Political, PL-Federal
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/22/12	10/28/12	22	\$55,200.00	\$46,920.00
10/29/12	11/04/12	11	\$39,300.00	\$33,405.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	22	\$55,200.00	\$46,920.00	0.00
November 2012	11	\$39,300.00	\$33,405.00	0.00
Totals	33	\$94,500.00	\$80,325.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	10/25/12	10/29/12	10-11a Let's Make a Deal	CM	10-11a	M- TF- -	1:00	3	\$2,000.00	P-1	0.00	NM	3	\$6,000.00
LET'S MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/25/12	10/31/12	M- TF- -			3			\$2,000.00		0.00			
2	WUSA	10/25/12	10/29/12	Price Is Right The Price is Right	CM	11a-12p	M- TF- -	1:00	3	\$3,000.00	P-1	0.00	NM	3	\$9,000.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/25/12	10/31/12	M- TF- -			3			\$3,000.00		0.00			
3	WUSA	10/25/12	10/29/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	M- TF- -	1:00	3	\$3,000.00	P-1	0.00	NM	3	\$9,000.00
SOAP ROT/THE TALK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/25/12	10/31/12	M- TF- -			3			\$3,000.00		0.00			
4	WUSA	10/25/12	10/29/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	M- TF- -	1:00	3	\$3,000.00	P-1	0.00	NM	3	\$9,000.00
9 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/25/12	10/31/12	M- TF- -			3			\$3,000.00		0.00			
5	WUSA	10/25/12	10/29/12	4-5p Dr. Phil	CM	4-5p	M- TF- -	1:00	3	\$2,400.00	P-1	0.00	NM	3	\$7,200.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

Order / Rev: 724230
 Alt Order #: 06390775
 Flight Dates: 10/25/12 - 10/29/12

Advertiser: Obama/D/President
 Product Desc: OBAMA SCHED A
 Estimate: 2175

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WUSA	10/25/12	10/29/12	4-5p Dr. Phil	CM	4-5p	M- TF--	1:00	3	\$2,400.00	P-1	0.00	NM	3	\$7,200.00
		DR. PHIL													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/12	10/31/12	M- TF--		3			\$2,400.00			0.00			
6	WUSA	10/25/12	10/29/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	M- TF--	1:00	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
		9 NEWS NOW @ 5AM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/12	10/31/12	M- TF--		3			\$900.00			0.00			
7	WUSA	10/25/12	10/29/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M- TF--	1:00	3	\$2,400.00	P-1	0.00	NM	3	\$7,200.00
		9 NEWS AT 5P													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/12	10/31/12	M- TF--		3			\$2,400.00			0.00			
E 8	WUSA	10/25/12	10/29/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	M- TF--	1:00	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		9 NEWS NOW @ 6AM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/12	10/31/12	M- TF--		3			\$1,000.00			0.00			
9	WUSA	10/25/12	10/29/12	CBS This Morning CBS This Morning	CM	7-9a	M- TF--	1:00	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		CBS THIS MORNING													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/12	10/31/12	M- TF--		3			\$600.00			0.00			
10	WUSA	10/29/12	10/29/12	Mon Prime C Hawaii Five-0	CM	10-11P	M- - - - -	1:00	1	\$16,000.00	P-2	0.00	NM	1	\$16,000.00
		HAWAII FIVE-0													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	M- - - - -		1			\$16,000.00			0.00			
11	WUSA	10/27/12	10/27/12	Sat Prime C 48 Hours Mystery	CM	10-11P	- - - - - S-	1:00	1	\$8,000.00	P-1	0.00	NM	1	\$8,000.00
		48 HOURS MYSTERY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	- - - - - S-		1			\$8,000.00			0.00			
12	WUSA	10/27/12	10/27/12	8-10a Sa CBS This Morning CBS This Morning: Saturday	CM	8-10AM	- - - - - S-	1:00	1	\$600.00	P-2	0.00	NM	1	\$600.00
		CBS THIS MORNING SAT													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	- - - - - S-		1			\$600.00			0.00			
13	WUSA	10/25/12	10/29/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	M- TFSS	1:00	3	\$5,000.00	P-2	0.00	NM	3	\$15,000.00
		9 NEWS NOW @ 11PM													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/25/12	10/31/12	M- TFSS		3			\$5,000.00			0.00			
													Totals	33	\$94,500.00